he Press and Banner

Twelve Pages.

By HUGH WILSON.

Wednesday, April 8, 1891.

The Chance of a Life Time.

There will be a grand sale of building lots in our sister town Green wood on the 22 and 23 of April, and to accommodate buyers special trains will be run over the railroads leading

Greenwood is probably the most progressive and prosperous town in all of upper South Carolina, and for ten years her every step has been forward and onward. Her growth has been both steady and rapid, and under the prestige of past prosperity and in view of a glorious future, there is no telling what fortune may lie before her, and what splendid profits are to be realized from the sale of her

lots. Let live and pushing speculators attend the sale on the 22 and 23, and help to build up the constantly growing Granite City which will e as enduring as the everlasting hills, which surround her busy marts.

OWING to the publication of our subscrip tion list, the general make up of the paper s somewhat disturbed. We thought the list the most important and the most interest ng part of the paper, and hence gave it best place. It may be said that each and ery subscriber is editor this week, and that n the aggregate, the names of more than one usand editors appear in this issue. We appointed every subscriber editor for this week, so that they know how it is to be an

The Dream of the Paid-Up Subscriber.

Abou Ben Adhem (may his tribe increase), Awoke one night from a deep dream of peace, ad saw within the moonlight in his room-

aking it rich and like a lily in bloom— angel writing in a book of gold, xeeeding peace had made Ben Adhem bold,

bold,
d to the presence in the room he said—
'What writest thou?' The vision raised
its head,
d with a glance, and in a kindly manner,
Answered—"The paid-up subscribers to the
Press and Banner."

"And is mine one?" said Abou, "Nay, not
so."

Replied the angel—Abou spoke more low But cheerily still, and sald, "I do but pray to

Write me down as one that's paid to ninty-The angel wrote and vanished-the next

again, and with a great wakening It came light, ind showed the paid-up names—with visage And, lo, Ben Adhem's led the top of the column.

Contributed Locals.

ABBEVILLE, April'7, 1891.

Winter still lingers with chilling winds, frost, and ice. Overcoats and wraps are quite comfortable. Fruit has been seriously injured.

Very few persons were in town last Monday (except doctors) and many of them walked to town leaving their animals at home at work.

ed to town leaving their animals at nome at work.

Maj. Vauce and daughter and Mrs. Mamie Dorroh with Miss Marie Chiles, of Troy were shopping in town last Wednesday.

The first strawberries of the season was sold on the 2nd by Messrs. A. M. Hill & Sons.

Mrs. I. B. Brown and Mrs. J. F. Laney, of Monroe, N. C., paid our town a visit last week, and in company with their handsome husbands had delightful drive over the city. We hope they were pleased and will come again and remain longer.

Two straw hats ventured out last Saturday, but looked too cool, and hid themselves.

Mr. Julius Visanska is still quite sick. Also Mr. Rosenberg's children.

Mr. Rosenberg's children. Mr. Arthur Syfan, who was sick last week, has sufficiently recovered to be able to call on

has sufficiently recovered to be able to call on his best girl.

Mr. C. P. Hammond, of Wofford College, spent last week at home on account of sickness; he is better and his returned.

Mr. H. R. Laney, who has been Express Messenger on the G., C. & N. has been transferred, with better salary, his run now is

ferred, with better salary, his run now is from Wilmington, N. C., to Florence S. C. Mr. R. O. Glover, of New York City, is here on a visit to his son.

Mr. J. J. Johnson, cashier of Lowndesville
Bank, and Mr. Tom Baskin, one of her best

Mr. J. J. Johnson, easiler of Lowndesville Bank, and Mr. Tom Baskin, one of her best merchants, were in town last Saturday.

Mr. John M. Gambrell who has been closely confined at his books day and night for six months is now suffering with his eyes.

Miss Ella Dorn after a protracted visit to Atlanta is home again.

O.P. Heath & Co's "fashion palace" was crowded during their opening days. Their store was beautifully arranged so as to make a tempting and grand display of their many novelities.

Miss Anna Jones was home on a visit last week.

week.
The stove in the Methodist church being taken down for Easter, made the church uncomfortably cold last Sunday. We hope it will be put up again, until the winter is over

at least.

Mrs. D. H. Magill and her sister Miss Carrie
Ellis, of Hodges, were shopping in Town last
Monday.

Rev. W. K. Boggs preached his farewell
sermon to the congregation at Mount Carmel
and will leave this week for his new field of

and will leave this week for his new field of labor Augusta, Ga.
Preaching in the M. E. church at 11 o'clock next Saturday morning. The Second Quarierly Conference will be held Saturday evening in pastor's study at 8:30 o'clock. Rev. A. J. Cauthen. P. E. presiding. Love-feast Sunday morning at 9 o'clock, and communion ervices at 11 o'clock. Services also at night. Mr. Jas. A. Hill is certainly a musical genius, playing thirty-two different instrument, and has just added another to the list.

ment, and has just added abouted the list.

The Woman's Missionary Society of the M. E. church will meet next Friday afternoon in the church at 5:30 o'clock.

Mr. M. W. Paschal, of Mt. Carmel, has a contract for building a cottage in Greenwood, and will commence work at once.

Mrs. F. J. Lawson rested well last night and is batter to day.

M.

Quarterly Conference.

Next Saturday, the Second Quarterly Conference of the Abbeville Station will be held in the Methodist church. Rev. A. J. Cauthen, Presiding Elder, will preach on Saturday and Sunday.

Pr. W. M. Leftwich, of Nashville, Tenn.,
llconduct the meeting after Tuesday.

experienced teacher says that pupils have access to newspapers at home, compared with those who have not, grammarians, better punctuators and more understandingly, and obtain a tical knowledge of geography in almost the time it requires the others. The spaper is decidedly an important factor odern life. This will not be disputed by one who has taken the trouble to investe the matter for himself.

publish our list as nearly correct as we get it. If we have made a mistake in iving any man proper credit, we are r sorry, as we intended to do exactly by all.

- From the estate of P. B. ANSFERS. oun to James W. Tolbert, in the town of ormick, S. C., four lots, to wit: Lot No. 5, lock H.; Lot No. 6, in Block H.; Lot No. Block K.; Lot No. 10, in Block L.

EARLY everybody is buying one or more of wire fencing. No man can afford to the grass go to waste. The cattle will her it gratis.

WITH a few days of clear weather, the farmers have taken heart and gone to work with a will. Don't throw down the supplement. Read it, and then look on the last page of the paper

for odds and ends. THERE is 10 telling where you may find editorials, locals and communications. MR. W. H.DRENNON of Mount Carmel is now with the Press and Banner.

FROM OUR ATHENS.

Visitors---Lawyers --- Telegraph Line Opened ... Presbytery Will Meet .. Mr. Bonner Accepts-Mr. Devlin

DUE WEST, S. C. April 7, 1891.
The first message passed over the new telegraph line between Due West and Donalds last Tuesday April 7th, 1891.
Mrs. Dr. Bigham spent a formight with her mother, Mrs. Dr. J. L. Miller, returning home Wednesday.

Many gardens are being thoroughly worked

Wednesday.

Many gardens are being thoroughly worked this weather in our community.

Col. Walter L. Miller paid our city a visit last week. Mr. Miller is a sawyer of fine ability and is holding his own at the bar.

At the Municipal election beld Monday Dr. James W. Wideman was desiared Intendant of Due West, and Messrs. A. R. Ellis, W. C. Brock, P. L. Grier and A. S. Kennedy were chosen Wardens. There was no opposition and a solid vote for every man on the ticket was a new thing in our council election.

Warren McAdams, a tenman on the place of Mrs. T. C. Cowan met with the misfortune of having his house burnedon last Monday. Warren is a quiet inoffensive farmer and deserves the heip of the commanity, as he lost all of his possessions by the fire.

There will be a meeting of Second Presbytery in Due West next Fridgy. Preaching at the usual hour on that daystd also Saturday. The communion service on next Sabbath will be observed.

Rev. O. Y. Bonner has given notice that he will accept the pastorship of the Due West.

The communion service on next Sabbath will be observed.
Rev.O. Y. Bonner has given notice that he will accept the pastorship of the Due West congreagation, provided of course, his Presbytery will senction this act.

Mrs. Dr. C. B. Cowan returned home from a visit to Chappeil's on last Monday.
Mr. Robt. Alken. the energetic and wide awake agent for the Mutual Ald Loan and Investment Company, of Aflanta, Ga., was in town Monday.

Mr. Tom Miller has signed or regular cases on the A. R. P., glad to welcome you Tom to our place as a permanent fixure.
Miss Lucia Reid, the charming and beautiful as well as courteous and shiclent teacher of the primary department of the Due West Female College, spent Sabbah and Monday with relatives in Anderson.

Mr. John A. Devlin has been restored to his usual health and is gaining his fiesh every day.

LARRY.

THE LIME KILNCLUB.

A Report That Brother Gardener Sat Down On-Increasing the Circulation.

Prof. Singletree White, chairman of the committee on finance, reported as follows:

"Your committee has traced de use of money back to 4,000 y'ans B. C., an' has not been able to find dat de poo' man eber had any mo'dan he has got ke day. It ar' our opinyun dat sumthin' ader be dun. Dis gwine around dead broke so't only hurtful to feelins, but werry incus genient. We would darfore recommend as follows:

"First. Expand the comency until de basket slops ober!

"First. Expand the extency until de bas-ket slops ober?
"Second. Coin 'nuff aver so dat ebery man will hev to hev an a tra an extra hind pocket to carry his shart.
"Third. Make a day's tork six hours long, an' de pay 86, but doan he too many of 'em one week.
"Fourth. Bring de pre of whitewashin' up at least 200 per cent., at t knock de price of meat an' taters down the werry lowest notch.

of meat an taters downs the werry lowest notch.

"Fifth, Fix it so dat early cull'd pusson in dis kentry who wants u wear diamonds an' ride in his kerridge kin to so, but if ridin' around makes his backs che din fix it so he kin open a bank, and than all the champagne he wants to."

Waydown Bebes, Shinag Watkins, Whalebone Howker, Givedan Jones and others spoke very strongly on the question of adopting the report, but Brather Gardener arose and said:

and said:
"Dat report will be sottown on an' laid on
the table indefinitely. It i too soon. It ask's
fur too much. If we could hev all dose things
asked fur in dat report we'd consider ourselves so clus to Heaven dat nobody would turn out to Thursday evening prayermeetin's I shall instruct de seck retary to say dat it is de I shall instruct de seckregary to say dut it is de sense of dis club dat de directalation orter to be increased about fo'teen millyun dollars a y'ar until ebery cull'd head of fam'ly is able to hev a rubber doah mat in de top step an' a chuckoo clock in the parlor. De meetin' will now be all broke up, to assemble again at the call of de seckretary."

A WRONG TO THE DEAD AND OFFENSE TO THE LIVING.

Evil and Mischievous Disposed Persons Enter Upper Long Cane Cemetery and Open the Grave of Judge Wardlaw---His Metalic Case Broken---The Body Left Intact.

The grave of Judge Wardiaw, in Upper Long Cane Cemetery, was opened one night last week, and the metatic case in which he was buried, was broken. Circumstances in dicate that the deed was done on Monday night. The fact that the grave had the ap-pearance of being tampered with was re-ported to his friends on Friday or Saturday, when they immediately sent a man to exam-ine it. He returned at once, without touch ine it. He returned at once, without touching it, and reported the facts which presented themselves. Hon. W. H. Parker, and Messrs, Benet and A. W. Smith went to the grave without delay. They found that it had been opened, and had been but partly refilled. Part of the fresh clay was left lying around the grave. A piece of metal, supposed to be part of a metalic case, was found near by, the edges of which showing that it had been recently broken.

edges of which showing that the secondly broken.

The Judge's friends were of course apprehensive that the body had been either taken away or disturbed, and for this reason the dirt was thrown out. In opening the grave it was discovered that the depredators had greatly widened it in throwing out the dirt, and that they had entirely uncovered the

coffin.

When the coffin, or metalle case, was reached by the Judge's friends, the top was found to be broken in the middle, just above where the hands of the accessed were folded

found to be broken in the middle, just above where the hands of the acceased were folded across his breast, but no signs were apparent that the body had been at all disturbed. The metalic slab, which covers the glass over the face, was removed and the face and body were found to be in a remarkably good state of preservation, though the deceased had been buried some eighteen years—since some time in 1873.

The large rock with which the coffin was broken was found on the top of the ground. From the mud which was thrown out against the marble, the hedge and surrounding shrubbery, it is a fident that the deed was done during them in which fell Monday night of last week, if e grave stones which mark the resting them in which fell Monday night of last week, if e grave stones which mark the resting them in which fell Monday night of last week, if e grave stones which mark the resting them in which fell Monday night of last week. If e grave stones which mark the resting them in the large marble shab bore evident. I have and one of the minor parts was broad on the iarge marble shab bore evident. I have and atterwards set back in position. The tracks of the persons doing the work were plainly to be seen at the head and foot.

Owing to the exceeding soft condition of the carth, the depredators left the clearest impressions of their shoe tracks,—the ground being so soft that immediately around the grave and in the adjoining field of pines their tracks were distinct—even on the pine needles. The tracks of others of their number, as they retreated in another direction and from their ghoulish deed, were too plainly left to leave any doubt as to the condition of the earth, or the size and form of the feet.

The depredators met at the grave coming from different directions, as by agreement, and when their stameful work was done they departed by different routes.

In opening the grave the monument which had been erected to the memory of the Judge was partially undermined, and in consequence, it is now three inches out of plumb. The news of this desecration of the sacred precincts of the dead, was a great shock to the friends and relatives of the deceased, and they are at a loss to attribute a motive for so they are at a loss to attribute a motive for so strainge and so unusual deed. Nothing like the desecration of the graves of the dead is common in this country, and there is no known reason why his grave should have been disturbed, but it is surmised that the depredators hoped to find something of value, which they might remove.

Diligent effort will be made to ascertain the names of the persons who have committed so outrageous a crime against all our better sentiments, and if found they will be severely dealt with.

A. M. Hill & Sons' Locals. Seed pinders! Choice picnic hams!

Fresh candles! Just received by A. M. Hill & Sons. Our Hat Stock is now complete. O. P.

APRIL'S BUSIEST DAYS

TALKS WITH THE TILLERS OF THE SOIL

Food for Thought, Whereby They May Earn Food for the Body, and Make the Farm Blossom as :the Rose.

Southern Cultivator.

In the South there are more acres planted in theseveral farm crops than during any one mouth in the year. Corn planting is still progressing, cotton planting is at high tide and wil 'leontinue throughout the month. It is emphatically the planting mouth of the year, while at the same time it is the month in which cultivation must commence in earnest.

est. Early planted corn will soon be ready for

year, which cultivation must commence in earnest.

Early planted corn will soon be ready for the plow, yet we would not plow it before the plants are large enough to permit the siding to be done in the most thorough manner without too much stopping to uncover. This leads me to remark that Jones' Plant Fender is a very excellent appliance for protecting small plants from covering, and permitting close and deep plowing. It can be quickly attached to any plowstock, and costs but jone dollar. (This advertisement being free and all the more reliable).

The first plowing may; and should be, deep and close on all soils that are stiff or inclined to run together, and we know of nothing better for the siding furrow than a moderately long square or diamond pointed scooter. It is not necessary to plow out the whole middle at once; on the contrary, we have found it generally expedient to run round the entire crop, or as much as may be ready for the operation, and then return and plow the middles out. On mellow, soft, clean lands deep plowing is not at at all necessary if the ground was well plowed before planting. Indeed, in our own practice we adopted the general rule that wherever a sweep, scrape or other wide expending cultivator will do good work, no other implement, or deeper plowing is required. It is pretty safe rule all through the cultivation of any crop, thus always giving the preference to the implement that will do satisfactory work at the time and the largest amount; (acres per day) with the least labor. David Dickson, the apostle of practical farm operations, used to plow out a seven foot corn row with four furrows, including the first as well as the second and third plowings. We can do still better with one of the improved, all steel cultivators. Mr. Dickson was a pronounced advocate of the use of the wide sweep, a costly implement, comparatively, and difficult to keep in proper shape. The heel scrape followed, and has nearly supercedultivators, that will clean out a five foot row at one round trip. This fir It is not a bad rule to require every plowman on such land to stop and remove, or cover with his hands, or a paddle kept at hand for the purpose, every bunch or sprig of grass that might have been destroyed by the plow. Under such a rule greater care and skill will be exercised by the plowman, for no man likes to stop to uncover, or cover any-

It is only by enforced attention to these small details that perfect work can be accomplished. He who overlooks them and regards them as no consequence, will always have slipshod work and untidy looking

If the plants are healthy and vigorous, and If the plants are nealiny and vigorous, and the land not specially infested by bud worms, we greatly prefer thinning out by hand or by means of a narrow paddle, in advance of the plows. It may be done when the ground is too wet to plow or hoe, each hand being armed with a paddle three or four feet long, and carrying two rows at a time.

amen with a paddle three or four feet long, and carrying two rows at a time.

COTTON PLANTING.

COTTON

growing.

Don't wait until something must be done but only wait until a light crust is about to form two or three days after a rain.

Don't fail to put in a liberal area to one or Don't fall to put in a liberal area to one or more of the well approved green forage crops, such as cat-tail millel, sorghums, common corn. They are immensely productive, and will prove immensely convenient as the short supply of dry forage commences to run low, besides being very wholesome and palatable food. But they each and all require rich land to succeed well.

Try a patch or two of collards, common Georgia collards. Plant on good land, the richer the better, in three feet rows, one plant every twelve inches. Cultivate well, and our word for it you will not regret the small venture.

word for it you will not regret the small venture.

Commence thinning when the plants grow to touch each other, by pulling up every third plant, and feed to every animal that must be fed, hogs particularly.

When the patch has been gone over once, then go over again, pulling up "every other" plant; then commence running or stripping off the lower leaves one or two ata time, and so on throughout the summer and fall. We believe collards are about the best preventive of hog cholera extant.

THE AREA OF THE COMING COTTON CROP.

Before the end of this month, the greater part of the area of the coming cotton crop will have been planted; in the cotton belt proper, quite all of it. It is therefore high time to make the calculations, and to arrive at a final conclusion as to what that area should be shall be.

The secular papers of late, have contained several weil written articles on the subject, the object of which, was to convince the iar-mers of the impolicy of planting a large crop

It is easey to show by figures, and past experience and observation of the markets, as where to look for the marks it is a well as by a consideration of the well known law of supply and demand, as it effects prices, that a larger crop will command a lower price etrates the secret must have a new that a larger crop will command a lower price etrates. enat a larger crop will command a lower price per pound than a smailer one; and that it sometimes happens that the aggregate amount of money realized in gross from a large crop, is actually less than the amount received from a much smaller number of bales.

bales.

Whereupon, it is urged upon the farmers, as a class, and upon line Alliance as an organization of farmers and producers, that they should co operate to reduce the area of the crop, and thereby reduce the arganization of the reducers, as a class, they are told that a large crop means low prices per pound, asmaller aggregate return to each farm, and a smaller grand aggregate of returns to the cotton producers, as a class. This is all very well, as far as it goes. But will not the adoption of such counsels, based alone on the arguments presented, involves a degree of self-denial, and, of confidence in the faithful adherence of other farmers to, the plan of reduction of areas, that past experience because of the crop, and thereby reduce the area of the crop, and the principles to do—to teach his pupils to do—to the chief their native tongue. This is true of all grades, from the principles to write their native tongue. This is the organization of the university." This may seem like a very commonplace remark, but it is not. In view of certain recent mice and the crop, a

teaches us cannot be relied in? Have we not teaches us cannot be relied in? Have we not years ago, and repeatedly heard the same arguments, based upon precisely the same facts? Was there ever a material reduction of the area of a cotton crop by such arguments and appeals? We doubt it, Moreover, are not these arguments an appeal to wrong principles and motives? Does not the suggestion of combination to reduce areas, smack of a combination to put up prices? Farmers have not been slow of late years to strongly condemn and denounce all afforts to put up the prices of articles they must buy, by trusts.

demn and denounce all afforts to put up the prices of articles they must buy, by trust, combinations, and other forms of monopolies. Shail we "fight the devil with fire"—return evil for evil—wrong for wrong—meet trusts with trusts?

After all, are high prices an unmixed good? Don't somebody have to pay these prices? The cotton buyer and the cotton manufacture do pay them. They tall at last, on the people who consume the cotton goods.

These thoughts are suggestive. Maybe we are working at the wrong end of the line. The effort has been to influence market prices, that are to rule six months, or a year hence. Would it not be better to give more intelligent attention and effort at this end of the line? the line? What we want is a wider margin between

What we want is a wider margin between the cost of making cotton, and the price which the same cotton will command in the market. All are agreed upon that proposition. So a merchant wants a wider margin between the cost of the goods he buys, and the price at which he must sell them. But he cannol—in the face of active competition—fix an arbitrary price on which he sells. What then? He goes to work at the other end; he tries to buy in a cheaper market; he reduces expenses by more systematizing his business; he is more careful about giving credit; he employs more skill and judgment in selecting and buying. In a hundred ways, here a little and there a little, he reduces the cost of the goods down to the moment they are handed over the counter, and thus is enabled to undersell his less enterprising and skillful neighbor, and still make a satisfactory profit.

The application is easy. The farmer should

it.

The application is easy. The farmer should work at this end of the line; it is the end he holds in his land. His aim should be to make the largest amount of cotton at the smallest possible cost but his main effort should be to reduce the cost.

reduce the cost.

To do this, he must first reduce the area next he must concentrate on the smaller, his skill and judgment (which cost him no monskill and judgment (which cost him no mon-ey), concentrate the preparation, intensify the selection of seed, use none but the best implements, in perfect working order. Then turn off some of the expensive laborors, sell some of the poor out-lying land. This is in-tensive farming in its analysis. It is to make every acre of land, every mule, every labor-er, every plow and machine, everything on the place, as productive of results as possi-bie.

the place, as productive of results as possible.

This will, as we have said, involve a larger reduction in the area, and a greater or less degree in the aggregate yield; but it will involve a still greater reduction in the cost of making the crop. Which is the better result—to produce fifty bales of cotton and sell it for \$2,000, or, to make forty bales and sell it for \$2,400.2.

In the first case you get eight cents, and in In the first case you get eight cents, and in the second case twelve cents per pound. Without hesitation we say that the forty-bale crop is by far the most profitable. Now, if every farmer could be induced to curtail his production in the same proportion (one fifth less), we believe the price would be one-half higher from eight to twelve cents. Can such a general reduction be effected? We wish it could.

a general reduction be enected.

could.

But suppose another case: instead of an individual crop of fifty bales, that sells at eight cents, suppose the farmer makes only forty bales at eight cents. The difference in the gross returns would be \$2,000-\$1,690, or \$400. But suppose the reduction to have been caused by reducing the area one-third or one-half, reducing the number of laborers and the number of mules by one-third, and adding a third to the amount invested in fertilizers. He now makes a greater plenty of corn, cats, bacon and lard.

is a sort of covert plea for intensive farming by extensive numbers.

It is a plan that does not necessarily or primarily tax consumers for the benefit of producers. It levies the tax for the payment of increased profits on the sunshine, the air and the soil—upon the skill and judgment and sound practical sense, that cost less in constant use, than in disuse.

To reduce area simply is to reduce production, is but a temporary expedient. Its first success would be followed by such a general demoralization, as no flat could again control. The plan we suggest is nothing new, nor is it a temporary expedient, depending for its individual successful results on the co-operation and good faith of others.

Merchants had better see our White Goods Ginghams-choice styles-614c per yard, at O.P. Heath & Co.'s

Whbt Free Coinage is.

While several gentlemen were talking at the Markham, one of them asked concerning the meaning of the term "free coinage" as it is often heard

uowadays. An experienced mining man explained as follows: "Free coinage means that the government should coin silver as it coins gold, free of charge. There are now four coinage mints in the United States. They are located at San Fran-cisco, New Orleans, Carson City and Philadelphia. Any man who will take gold to any of these mints may receive the gold in shape of coin, ver is not recognized on the same basis, and this is what the silver men de-

mand. "There are two facts I can learn when I look at \$20 gold pieces," continued the gentle man, "and those are the mint where the coin was turned out and the initials of the man who made the die. If you don't know where to look for the marks it is a coin and a good pair of eyes."

"The teacher of English," says the Journal of Education, "has two things



It Is Hard to Waste It. Some advertisers have an idea that only copies going to paid up subscribers are useful to them. This is not quite so. For example, suppose a journal has 25, 000 actual subscribers to whom the paper goes regularly. Suppose it prints 5,000 extra copies a week, which are sent as specimens to good parties, whose addresses are supplied by its agents and readers, and mails 5,000 one week to one set of persons, the next week to another set of 5,000 and so on. In this way 260,-000 extra persons are reached during the year, while if the extra 5,000 were sent every week to 5,000 paying subscribers only that number could be reached. In the former case 285,000 persons are reached. In the latter case only 30,000 all told. A person receiving a copy of a journal which he has not seen before, with a request to examine it, will usually look all through it, advertisements and all. Such a course is as useful to the yearly advertiser as if his card were sent to the whole 285,000 persons, or even more so, for his single loose card receives far less attention than would be found in the columns of a reputable journal. -Orange Judd Farmer.

The Art of Advertising.

Advertising seems to be an art yet to be discovered by some people. That is, the practical part of it. A constant stream of water from one or more fire engines will soon extinguish or get under control a very large fire, while a few buckets of water, dashed on here and there, have little or no effect. The modern fire department is practical, and has outgrown the old bucket system; and so with modern advertising-plenty of it, used in a practical, common sense and judicious manner, pays.

If you want to catch a certain kind of fish you use a certain kind of bait; not all fish bite at all kinds of bait. Not all people respond to every advertisement. The newspaper is a medium indispensable to the majority of advertisers, because of its wide and repeating circulation. As a promoter of trade and profit newspaper, advertising is no longer an open question; that is, when done in a practical and intelligent manner, and pays because of its effectiveness and cheapness.—Beatrice (Neb.) Democrat.

Spasmodic Advertising.

We all recognize that as between the fellow who works "by fits and starts" and the chap who plods along and keeps at it steadily, the plodder gets there every time. The spasmodic fellow may create an occasional impression, but the results of his fitful labors are dissipated in the intervals.

The occasional display of fireworks only serves the purpose of preventing his being forgotten altogether; while the man who works, and keeps working, constantly improves his position and prospects.

So it is with advertising. It is the repeated "ad" and the sustained effort that buyers appreciate this. What is the tell. We don't mean the "ad" that is never changed, but the one that is ever | judiciously succeeds the best, and the changing, but never omitted! The wise advertiser keeps always' before the people to whom he desires to sell his wares. When you want to quit doing business stop advertising, or advertise only "once in a while "

Be Brief! Be Pointed!

In preparing their announcements advertisers will usually do well to confine their statements to one, or at most, a very few points. Few persons can do well more than one thing at a time, and it is much the same with the memory; but one or two points in any statement make an impression and are retained. As the number of points is increased the probability of any of them making an impression and bringing returns is proportionately reduced.

"Too Much Is Plenty."

An advertisement for a wife in a Colorado paper brought such a heavy mail to the advertiser, Mr. Paul White, a prosperous ranchman at Rocky Ford. Colo., that he had to convey it from the postoffice to his ranch in barrels in his farm wagon. For a month he has spent his evenings perusing his correspondence, and he has not yet made a choice. -New York Weekly.

A Common Sense View.

Nearly every business has its "dull season," during which a good advertisement will do faithful work day and night, rain or shine, in familiarizing consumers with the name, location and specialties or advantages of the advertiser, so that when the time to buy comes he reaps the benefit of his seed sowing. -Azro Goff's Circular.

It All Takes Time.

Don't be prejudiced. Because at one time you put a short local in your town newspaper for one week, and "cartooned" all the fence boards in the vicinity, don't give up, get discouraged and say that you have tried advertising, resolved that it didn't pay and decided not to do any more of it.-Warren (Ills.) Sentinel.

Expect Good Returns.

Give your "ads" a sanguine, optimistic hue. Convey, in a subtle but unmistakable way, the impression that you expect success, and the results will much more surely come. Never advertise your doubts or fears.

Nothing except the mint can make into a sentence is something more. money without advertising.—Gladstone. Printer's Ink.

No Medium Like the Newspaper. The advertising man of a well known New York clothing house says: "We were the first to use the sails of yessels as an advertising medium. Then we got up the 'alphabet puzzle,' and gave away 500,000 puzzles while the craze lasted. Afterward we invented the Waterbury watch idea. We had to do something, because three of our principal competitors had failed, and their stocks were being sold for next to nothing by assignees; so we decided to give a Waterbury watch with every twelve dollars' worth of goods pur-We advertised the watches chased. wound and set.' To wind them fast enough we had to rig up a little machine worked like a sewing machine that would do the winding, and we kept several boys at work winding and setting them. Before we quit we had given away 40,000 of the watches.

"But nothing ever pays us like the ordinary newspaper advertising. The fact is there has come to be in this city a class of advertisement readers just as there is of news readers. They read the advertisements every day, and of course the man who wants to attract them has to get up an advertisement that will do it. The day of standing advertisements in the paper, 'Go to So-and-So's for clothing,' or 'Go to This-and-That's for shoes,' has passed, just as the day for painting signs on rocks and fences or on the sails of boats has passed. You must have something interesting and fresh in every advertisement, and it will be read.

A Place for Talent.

in nearly all regulated lines of industry at present the advertising man is one of the most important adjuncts of a business. And on the the other hand the advertising department of a first class newspaper is not what it used to be, but is instead fast becoming an interesting feature of all enterprising journals. Formerly the prevailing idea among the uninitiated was that the talented, the best, most versatile and most ingenious writers and artists were all employed in the news department. How nearly correct this idea may have been need not be stated, but that such is not the case now may be seen by a perusal of the "ads" of any flourishing paper. The competitions between the merchants and between the papers' agents have become so great that the great wholesale and retail houses of the large cities employ talented men at big salaries to attend to their advertising alone, and the men who want the best positions in the counting rooms of newspapers must combine fine business qualifications with the talent that wins success in the editorial chair.-Yenowine's News.

Advertising Necessary to Success. The merchant or manufacturer who does not advertise his goods cannot succeed. Of late newspaper advertising has become a distinct trade in itself, and all over the country leading concerns pay fabulous prices for men who are skillful in writing catchy advertisements. In many large cities there are men earning

from \$3,000 to \$10,000 a year to write ad-

vertisements. This fact in itself shows

advertising pays. If people interested in this subject will investigate it for themselves they will find that the leading advertisers in The Plain Dealer are the merchants who have the best stores, the best assortments of goods and who sell at the most reasonable prices. Such merchants do a much larger business than merchants who do not advertise; consequently they turn their goods over more quickly and can afford to give better prices. Close moral? He who advertises the most buyers who seek the best bargains patronize such merchants.-Cleveland

Never Be Commouplace.

Plain Dealer.

"Bring your feet with you and have them fitted to a pair of our common sense shoes," is the way a Pittsburg dealer advertises. It is a good phrase and one which attracts attention. The man who succeeds in advertising in such a way that people read his advertisement is the one who draws trade to his store as sure as a magnet draws a needle to itself. Study up quaint, pithy or witty phrases to head your advertisements, and be not too modest in the space they occupy.—Brockton Shoe.

Regular Publications Best.

No one takes up a regular publication without the expectation of finding something of interest. The simple act of turning the pages is as positive an example of expectation as is the opening of a closet if one is in search of a coat. Hence an announcement in a regular publication has an advantage over any other form of business solicitation-that of meeting the sought for eye at a time that it is in a mood for such greeting .-A. C. Ladd.

Fulfill Every Promise.

The merchant who desires the confidence and custom of intelligent people should never make a promise that he does not fulfill, or hold out, either by express statement or inference, any inducements that are not fully substantiated by the facts. There is no enduring success where confidence is lacking on the part of customers. Any success not founded on square and liberal dealing is sure to be short lived.

Use Common Sense.

That people should use the same practical common sense in advertising that is necessary to transact any other business would seem to be an indisputable proposition. Yet there are gentlemen. who are extremely good business men in all other respects who will make grievous errors in this direction.-Knox-

ville Sentinel. Must Have Genius.

The simplest advertisements sometimes require the most care and thought in their construction. To write a column is a matter of time, but to edit it down!